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ABSTRACT

A solution is offered to the problem of adequately cataloging a pamphlet file without increasing staff workload. A system is described in which material is classified by broad subject headings, themselves arranged alphabetically. This had an additional advantage in that valuable material which does not in itself merit full cataloging can be incorporated. Subject headings are derived from material in the present collection, given extensive scope notes, and cross-referenced. A separate card index is maintained for pamphlet file headings. The material is filed in expandable file pockets. Included in this account are a subject index for a Journalism Pamphlet/Clipping file, procedures for acquisition, description of sources, and procedures for maintenance of the file. (WBC)

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DESIGN OF PAMPHLET/CLIPPING FILE FOR UCB SCHOOL OF JOURNALISM LIBRARY, INCLUDING SUBJECT HEADINGS

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by

Mary Frances Bedford

12-76

IR004389

The problem & its background

The School of Journalism, UC Berkeley, was officially recognized in 1969 when it was "graduated" from mere department status. In 1976, The School is phasing out its undergraduate program (approximately 120 current students) and concentrating on the graduate program, a 2 year course of study leading to a Master's of Journalism in which about 60 students are currently enrolled. The faculty consists of 9 full-time and 9 part-time members.

The facilities of the School include a small departmental library, located at 611 Evans Hall, which is a steadily-growing phenomenon squeezed out of the equipment and supplies fund. Approximately $1000 was spent on monographs in 1974-75; another $3100 on serial subscriptions.

The library is open approximately 30 hours per week & staffed by two work-study students. Borrowing privileges are generally restricted to faculty, staff & students of the school, although a number of students & faculty from other departments, as well as occasional off-campus people, use the library for reading and research.

The library houses some 3000 volumes on the media, journalism and communications, including copies of all master's theses and projects written in the School. Current issues of 140 newspapers and periodicals are also available for reading in the library. Back issues of these and other titles are kept as space permits.

In addition, the library includes a pamphlet file whose origin dates back to 1968 and which, by 1976, had over 300 entries. Having worked at a large public library with an excellent general-interest pamphlet file whose resources were heavily used, I was surprised to note that the journalism pamphlet file was virtually never used. Certainly journalists would value the concise, up-to-date information which pamphlet-type literature affords, and certainly there is no lack of such literature concerning journalism & the media.....Why then the lack of use??

A closer examination of the file yielded reasons aplenty:

Each pamphlet or brochure had been "cataloged"; that is to say:

1) each had been assigned a call number consisting of the initials PF (Pamphlet File) and an accession number;
2) three catalog cards (author, title, and subject) were typed and interfiled in the main card catalog; and
3) a call number label had been attached to the front cover of the pamphlet itself which was then shelved in numerical order in the file cabinet.

In order to find a particular pamphlet, the user had to know either the author or the title (not a likely occurrence since most users simply want pamphlets about a certain subject)---or, have lucky enough stars to find something by subject. The latter is due to the sorry state of the card catalog itself: subject access is, for all practical purposes, nonexistent.....but that is a different and yet longer story.....

Unprobable as it seems, let's assume for a moment that someone had managed to find a relevant entry in the catalog. The next hurdle was to know what in the world was meant by "PF 36". Nothing in the library offered a clue, nothing indicated where to begin looking.....and finally, even if one had succeeded in locating "PF 36", the material was likely to have been either totally outdated or useless to begin with.

No provisions had ever been made for weeding and no selection policy had ever been established to screen materials in the first place.

Proposed solution

The lack of adequate library personnel must be designated as the underlying cause of the pamphlet file's degeneration---as it is the underlying cause of the library's many other problems. As we mentionned before, the entire staff of the library consists of two work-study students who stay an average of 9 months at a stretch. The School has submitted a request for a permanent, full-time employee, but given the present austerity of administrative budgets, any attempt at renovating the pamphlet file had to be undertaken with the assumption that no new personnel would be available in the near future.

Our basic consideration therefore had to be not simply how to increase the usability of the pamphlet file, but how to do so without significantly increasing the workload of the staff. A viable solution seemed to be to provide for a pamphlet file in which material would be classified by more or less broad subject categories, themselves arranged in alphabetical order.

In this way:

1) the pamphlet file would be easier to use---instead of having to first consult the card catalog, the user could go directly to the file itself; in case he/she could not find anything under the topic in mind, a subject index (including ample cross-references) would be available.
2) the pamphlet file would require no more time to maintain than before, the time being put to more productive use---instead of cataloging every item by author, title and subject, one would need only to label the item with whichever of the given subject categories seems most appropriate; the time thus saved could then be applied to maintaining the quality of the file--acquiring new materials and weeding outdated ones.

In addition, valuable materials which had heretofore been excluded from the file, because they obviously didn't merit full cataloging could easily be incorporated--in particular, newspaper and magazine clippings. It should also be pointed out that the scope of the revised pamphlet file was to be quite limited. This is especially important because the lack of any clear-cut limitations contributed to the general uselessness of the previous collection and because of the nature of journalism itself. Unlike most other disciplines whose boundaries are more or less distinct, journalism incorporates all and everything because journalists report about all and everything. Therefore an article on city planning may well be of interest to a journalist---and the same goes for an article on nuclear power or the CIA or the New York theater scene..... But since the library has neither the resources nor the desire to maintain a comprehensive pamphlet/clipping file, these kinds of publications can simply not be incorporated. Only by concentrating on information about journalism, reporting and the study of communications, can the pamphlet collection be an effective and valuable tool.

Methodology

Faculty & students alike seemed enthusiastic about the proposal for such a resource and about its potential value. It remained simply to begin.....

A. Subject headings

The most difficult task came first....subject categories....yes....but which ones???? The success of this type of pamphlet file hinges ultimately on how carefully these categories are chosen. As we mentionned before, the subject headings used in the card catalog are themselves in need of an exhaustive "remodeling job," so the only help they could provide was some pointers on what not to do. Even LC subject headings were deemed largely inappropriate---for many reasons. For one thing, we are actually dealing with classification of a work under one category rather than simply with assignment of several subject headings to that work; we must use topics which are as mutually exclusive as possible whereas LC subject headings can & do overlap.

Unfortunately, the LC classification scheme is not applicable either. Neither the headings nor the classification were designed for specialized collections. For instance, one category in the scheme is set aside for "Political aspects of Journalism". In a library whose entire collection concerns journalism, this topic demands several, separate categories: one for news coverage of the president, one for effect of the press on elections, one for the problem of freedom of information vs. national security, etc.

Surely, I thought, someone, somewhere has already devised a classification scheme for materials on the media & communications. Since the journal Special Libraries often carries articles on just such projects, I scoured back issues, but to no avail. I then wrote to Eleanor Blum, head librarian of the University of Illinois Communications Library and recognized authority on the literature of journalism to see if she knew of work in this area. Her reply: "I wish I could help you. This field badly needs a list of subject headings...."

Meanwhile, back in the journalism library, I had been reading nothing but subject indexes---in backs of books, in journals, in bibliographies. Book indexes generally had too many overlapping terms to be useful, but they did serve to familiarize me with the current lingo in the field. Many indexes were simply too broad, including such categories as "Radio, Television & Film." Others included large sections entitled "General" or "Miscellaneous." I very quickly was down to four which were anywhere near suitable:

--Journalism Abstracts (an annual index to dissertations written in the field, using a quite broad and academically oriented subject classification)
--Gazette (an Amsterdam-based quarterly publication which includes an extensive bibliography of recent articles & books classed by some 40 subject areas)
--Journalism Quarterly (publishes its own annual subject index)
--Warren C. Price's An Annotated Journalism Bibliography (a 1970 publication with an extensive subject index)

Each of these has particular drawbacks and none, it seems, have been indexed except as a kind of afterthought. That is to say, most of the index terms are simply recurring title keywords rather than a well thought out set of subject categories. Nevertheless, by comparing the terms used in each of these indexes, I began to sort out categories of logically related topics. Some were obvious, such as ADVERTISING, and tended to appear in all 4 lists in exactly the same way. Others were very "fuzzy",

such as CONTENT ANALYSIS. Thinking that this was due to my own lack of knowledge in the subject area, I read articles indexed under such terms, checked dictionaries and handbooks, and asked faculty members for their opinions. I then realized that very often, it wasn't I, but the terms themselves which were vague. Does CONTENT ANALYSIS mean analysis of the effects of contents on an audience; if so, then what is EFFECT ANALYSIS? Does CONTENT ANALYSIS mean pointing out a newspaper's bias by analysing the amount of coverage it gives to certain events; if so then what is MEDIA COVERAGE or CRITICISM OF THE MEDIA? Given the wide range of works which had actually been indexed under the term, I could only conclude that CONTENT ANALYSIS means whatever a particular indexer took it to mean at a particular moment.

Thus saturated with terminology (and poignantly aware of its inadequacies) I rationalized that a vacuum wasn't necessarily the best environment in which to work.....why not try going thru the existing pamphlets to see what kinds of categories I could divide them into? At the same time, I could weed out the really antiquated and/or nonrelevant items. Quite inadvertently this turned out to be a very effective methodology. Having gained a kind of "theoretical" background by analyzing the different subject indexes in the field, I was able to actually sort many of the pamphlets into easily identifiable categories without much difficulty.

In order to alleviate some of the purely linguistic communication problems associated with lists of subject headings, I decided to write out extensive scope notes for each category, including examples of material to be classed there and related material which should be classed somewhere else. This kind of expanded definition forced me to be consistent and to document my decisions----thus enabling someone else (librarian or user) to know exactly what I meant and consequently, exactly what is to be found under a given term. Furthermore, if someone does not agree with my use of a term, he/she will at least realize that the information they are looking for is, in fact, to be found under a different heading.

This kind of notation also cuts down on the tendency to employ very vague or "empty" terms as categories. Rather than having to decipher what a work is specifically about, one can much more easily classify it under a term which itself can be interpreted to mean just about anything....or nothing. Catchy title phrases are often tempting--take MASS MEDIA for instance. Many, many works are entitled "Mass media this or that". And you will find innumerable entries under the heading in almost any subject index. However, if one is forced to further define the term, it is less apt to be used: since most modern media is by definition "mass", MASS MEDIA reveals itself as a mere tautology for MEDIA. And using the category MEDIA in a file which concerns only communications and the media is equivalent to using the category GENERAL.

By thus sorting thru the existing pamphlets, I soon realized that this collection was probably not very representative of the available material---especially in areas of current interest and research. To help correct this imbalance, I added copies of recent magazine articles to the "to be classified" pile, as well as copies of a number of research papers which had recently been presented at the AEJ Convention. I also browsed through several recent bibliographies and state-of-the-art literature reviews to get some idea of the topics currently under discussion. Perhaps most important, I drew on my own knowledge of the information needs of this particular library's users. I also began actively solliciting new materials and had a form postcard printed to facilitate the task. When & if an organization answered by forwarding pertinent literature, I noted their name & address on a 3x5 card for future reference.

I sorted thru the pamphlets again...and again...and again. Each time a few categories would take form. I wasn't always sure what exact heading should be used; for the moment, I was satisfied with simply pulling "like" information together. I continued making extensive scope notes and had a separate page for "problems" which I couldn't immediately resolve. The latter device served mostly to remind me that I hadn't yet settled where to put such & such materials, or that the limitations of a category weren't yet clear. For instance, I couldn't decide at one point where to put material on the free press vs. fair trial issue---under LAW OF THE MEDIA, under REPORTING--CRIME & THE COURTS or under its own heading. Since I was having trouble thinking my way out of the corner, I simply jotted down the pros and cons and after a few days came back to it.

As I proceeded, several major conceptual problems had to be confronted. First of all, there were clearly two distinct types of headings being used. One set might be called "topical headings" (FREEDOM OF INFORMATION, PROPAGANDA, REPORTING, etc.); the other "form headings" (BROADCASTING, FILM, MAGAZINES, etc.). Since much material tends to concern a combination of the two types of headings (i.e. "Freedom of information in the broadcasting industry"), some sort of priority rule had to be established. I decided that, in general, topical headings were to be assigned before form headings. In other words, if an appropriate topical heading is available, and as long as the scope notes do not direct otherwise, a work is to be classified under the topic being discussed rather than the media form. The reasoning here is that most areas of current interest tend to be "multi-media" in scope; journalism is, after all, the profession devoted to the gathering & communicating of news---no matter in what form it ends up being transmitted to the public.

On the other hand, we can't do away entirely with the form headings. There are instances where a topic is media specific--CIRCULATION, for example, is generally used in reference to newspapers. In such cases, we have used the topic as a sub-division of the form (NEWSPAPERS--CIRCULATION) with a see reference from the topic itself (CIRCULATION see NEWSPAPERS--CIRCULATION).

Form headings have also been called upon to incorporate "one-of-a-kind" items: that is, when an item covers a topic which is considered relevant, but which does not warrant a category in itself, the item can be classified under the form of the media involved. In other words, we haven't succeeded in entirely bypassing the "miscellaneous" category; we have simply "subdivided" it by form. Take for example, a pamphlet entitled "Cost analysis procedures for newspapers." No such topical heading as ECONOMICS OF THE MEDIA has been established because, at this particular time, there is little material and little interest in the subject per se. And yet, this individual item merits inclusion in the file. We therefore choose to classify it simply under NEWSPAPERS. If and when more material is received on this topic, the specific category should, of course, be provided for. We also decided to fall back on this use of the form heading as a sort of "catch-all" when an item treats several different topics equally.

Another problem which had to be dealt with was the terminology of a profession caught in the throes of technological change. Use of the term "the press" is felt by some to discriminate against the "broadcast media" in favor of the "print media". "Journalist" implies one who writes news stories when much modern news gathering is done in the visual mode. Public attitudes vis à vis those who communicate the news can no longer be measured by way of "readership surveys"---"readership and viewership surveys"????.... but wait, what about radio audiences!

"The media" a term coined to resolve these conflicts of interest, is scorned by many professionals because of its "hipness" and because it connotes the audio-visual transmission of messages. Nevertheless, since the pamphlet file was not designed in view of settling linguistic battles and since "the media", despite its drawbacks, is both convenient and commonly used---we employ it here. Thus we have LAW OF THE MEDIA, FOREIGN MEDIA, etc.

By now I had what seemed to be a pretty complete list of subject categories, but my "objective judgement" and my patience were both on the wane. I submitted what was the fourth draft to two faculty members, David Littlejohn and Joseph Lyford, for their comments and criticism. Both were very helpful: Mr. Littlejohn had several suggestions for more appropriate headings than the ones I had devised; he also proposed additional cross-references that should be made. Mr. Lyford, who keeps a newspaper clipping file for his own work, gave me his list of headings for comparison. In most instances, the two lists overlapped; but a few of his more specific categories induced me to subdivide what I had originally lumped together. For example, instead of including OWNERSHIP OF THE MEDIA under LAW OF THE MEDIA when it involved legal questions and ETHICS OF THE MEDIA when it concerned moral issues, I resolved to employ it as a separate category altogether.

Having made these adjustments, I realized that the only way to really evaluate my work at this point was to see it used. No set of categories was likely to be perfectly adequate and even a set which approached "perfection" would soon be quite inadequate if it was not flexible & responsive to change. The important thing was therefore to set up the file so that categories could be revised or added as the need arises. This "adaptability" would, in large part, depend on the physical set-up of the file and its accessories, the design of which was to be our next task. The complete list of subject headings--or shall we say, the most recent list of subject categories and their cross-references is included on the following pages.

SUBJECT INDEX FOR JOURNALISM PAMPHLET/CLIPPING FILE

Access to public records see FREEDOM OF INFORMATION

ACCESS TO THE MEDIA (articles on the pros & cons of the media as "public forum"; right of reply; how to get your views published/broadcast; the Fairness doctrine)

ADVERTISING/PUBLIC RELATIONS (how to write, design advertising copy; research & theory on effects--importance of repetition, color; subliminal advertising; use subdivision for laws)

ADVERTISING--LAWS & REGULATIONS (Federal Trade Commission rulings, etc.)

Agenda setting see EFFECTS OF THE MEDIA
EFFECTS OF THE MEDIA ON POLITICS

ASSOCIATIONS (info on professional associations & organizations such as IPI, ASNE...; history, membership lists, directories)

AWARDS & SCHOLARSHIPS (information on how to apply, as well as copies of award winning essays--i.e. Hearst awards; graduate secretary has file of application forms)

BIBLIOGRAPHIES (includes newspaper bibliographies & location information)

BIOGRAPHIES (biographical material on people in the media--reporters, writers, announcers...; also includes interviews, memoirs)

Book reviews see CRITICAL REVIEWS & REVIEWING

BOOKS & PUBLISHING (articles related to book publishing & the book trade)

BROADCASTING (use when topic covers both radio & TV; laws & regulations including most Federal Communications Commission rulings go under subdivision)

see also BROADCASTING--LAWS & REGULATIONS
BROADCASTING NETWORKS
RADIO
TELEVISION

BROADCASTING--LAWS & REGULATIONS (mostly FCC regulations; note that articles on the Fairness doctrine go under ACCESS TO THE MEDIA; articles dealing with regulation of ownership go under OWNERSHIP OF THE MEDIA)

see also ACCESS TO THE MEDIA
OWNERSHIP OF THE MEDIA

BROADCASTING NETWORKS (annual reports, histories criticism of CBS, NBC, etc.)

Business reporting see REPORTING--BUSINESS

CABLE TELEVISION (transmission for a fee of television signals to home receivers thru cable connections; implications for local stations; implications for future communications)

CAREERS (jobs & the job market, including free-lancing)

CATV see CABLE TELEVISION

Censorship see FREEDOM OF INFORMATION
OBSCENITY

Children (effects of the media on) see EFFECTS OF THE MEDIA ON CHILDREN

Circulation see NEWSPAPERS--CIRCULATION

Civil disorders (media coverage of) see MEDIA COVERAGE--CIVIL DISORDERS

COMMUNICATION THEORY (psychology of symbols, nonverbal communication, visual images; in general, psychological, sociological approaches to the hows & whys of communication)

Communications Act see BROADCASTING--LAWS & REGULATIONS

Confidentiality of news sources see LAW OF THE MEDIA

Consumer affairs reporting see REPORTING--BUSINESS

COPYRIGHT

Court reporting see FREE PRESS/FAIR TRIAL
REPORTING--CRIME & THE COURTS

Crime reporting see REPORTING--CRIME & THE COURTS

CRITICAL REVIEWS & REVIEWING (writing about the fine arts, books, films & other "popular arts")

Criticism of the media see EFFECTS OF THE MEDIA
ETHICS & CRITICISM OF THE MEDIA
MEDIA COVERAGE

Documentaries see FILM & FILMMAKING

EDITING (copy preparation, proofreading, headline writing....)

EDUCATION & TRAINING (education for journalism careers; schools, theory, teaching methods, innovations, internship programs, teaching high-school journalism)

see also EDUCATION & TRAINING--UC BERKELEY

EDUCATION & TRAINING--UC BERKELEY (history, evaluations, programs of the School of Journalism at UC Berkeley)

EFFECTS OF THE MEDIA (impact of the media on individuals & society--and also on the "live event" itself; how people are affected by media coverage--both generally & content specific; the media's role in attitude change & shaping of public opinion; examples: effects of TV violence on teenagers, political implications of heavy media exposure, do editorials change opinions, presence of the media as a factor in perpetrating news events; use specific subdivision unless none is applicable; for effects of advertising use ADVERTISING; for effects of media coverage on juries use FREE PRESS/FAIR TRIAL)

see also ADVERTISING/PUBLIC RELATIONS
EFFECTS OF THE MEDIA ON CHILDREN
EFFECTS OF THE MEDIA ON POLITICS
MEDIA COVERAGE
PUBLIC OPINION
FREE PRESS/FAIR TRIAL

EFFECTS OF THE MEDIA ON CHILDREN (impact of the media on children & teenagers: does TV affect reading skills; impact of violence on children; use only when material pertains entirely to children)

EFFECTS OF THE MEDIA ON POLITICS (impact the media has on campaigns, elections & their results; agenda-setting function of the media in elections)

see also REPORTING--POLITICS & GOVERNMENT

Elections & the media see EFFECTS OF THE MEDIA ON POLITICS

ETHICS & CRITICISM OF THE MEDIA (general criticism/defense of the media on ethical or moral principles; "ideal" role of the media in society--its responsibilities & obligations; theories of "objectivity" & opposing views; formal & informal codes of ethics; also includes general discussions of the media by both journalists & non-journalists, including public attitudes towards the media; if article deals primarily with criticism of the impact of media coverage use EFFECTS OF THE MEDIA instead; if criticism is of specific coverage in an effort to show how, in fact, the media has actually performed use MEDIA COVERAGE)

see also EFFECTS OF THE MEDIA
FREEDOM OF INFORMATION
MEDIA COVERAGE

Fair trial vs. free press see FREE PRESS/FAIR TRIAL

Fairness doctrine see ACCESS TO THE MEDIA

Federal Communications Commission see ACCESS TO THE MEDIA
BROADCASTING--LAWS & REGULATIONS
OWNERSHIP OF THE MEDIA

Federal Trade Commission see ADVERTISING--LAWS & REGULATIONS

FILM & FILMMAKING (techniques & theory; documentaries; equipment; for reviews of films use CRITICAL REVIEWS & REVIEWING)

First Amendment see FREEDOM OF INFORMATION

FOI Act see FREEDOM OF INFORMATION ACT

FOREIGN MEDIA (anything pertaining to media in other countries; include treatment of the US in foreign media; however, foreign propaganda is to be included under PROPAGANDA; further divide by country/geographical area as needed)

see also FOREIGN MEDIA--BRITAIN

FOREIGN MEDIA--BRITAIN (includes info on BBC)

Free-lancing see CAREERS

FREE PRESS/FAIR TRIAL (articles on the controversy between the freedom of information & the rights of the accused to a fair trial; history, court rulings, theories, gag orders, closed trials; note closely related heading REPORTING--CRIME & THE COURTS which is a more general category for how to cover the legal process)

see also REPORTING--CRIME & THE COURTS

FREEDOM OF INFORMATION (the first amendment & its curtailments; "freedom of the press"; censorship; access to govt. & other public records; privacy; secrecy in government in the name of natl. security; FOI Act has its own category; for censorship on grounds of "indecency" use OBSCENITY; note that there is only a fine line being drawn between this category which relates to actual "right of access to information" and LAW OF THE MEDIA which deals with specific ramifications of that right; check the scope notes thereunder for what goes where)

see also ACCESS TO THE MEDIA
FREEDOM OF INFORMATION ACT
LAW OF THE MEDIA
OBSCENITY

FREEDOM OF INFORMATION ACT (material dealing specifically with the FOI Act and its ramifications)

Freedom of the press see FREEDOM OF INFORMATION

Gag orders see FREE PRESS/FAIR TRIAL

Government secrecy see FREEDOM OF INFORMATION

GRAPHICS (includes pringing & technology of printing; typography; design & layout; readability; PHOTOGRAPHY has its own heading)

see also PHOTOGRAPHY/PHOTOJOURNALISM

Headline writing see EDITING

Impact of the media see EFFECTS OF THE MEDIA

Internships see EDUCATION & TRAINING

Interviewing see REPORTING

Investigative reporting see REPORTING

Kennedy assassination (John F.) see MEDIA COVERAGE--JFK ASSASSINATION

LAW OF THE MEDIA (many specific aspects of media law have their own headings; consult list of see-also references below; use this category only when an article covers several aspects or when it concerns an area which doesn't have its own heading, i.e. newsman's privilege/ confidentiality of news sources; see scope notes under FREEDOM OF INFORMATION for the types of material to be classed there)

see also ACCESS TO THE MEDIA
ADVERTISING--LAWS & REGULATIONS
BROADCASTING--LAWS & REGULATIONS
COPYRIGHT
FREE PRESS/FAIR TRIAL
FREEDOM OF INFORMATION
FREEDOM OF INFORMATION ACT
LIBEL
OBSCENITY
OWNERSHIP OF THE MEDIA

Layout see GRAPHICS

LIBEL (laws & regulations dealing specifically with protection from defamation; court decisions dealing with "public figures"; articles dealing with libel and other mass communication laws should be classed under the broader heading LAW OF THE MEDIA)

MAGAZINES

MEDIA COVERAGE (criticism/evaluation/history of the news media's actual coverage of a specific event or set of events in view of demonstrating how accurately/distortedly these events have been reported; what was the media's bias; often based on content analysis; might also include articles on the media's failure to cover certain events; examples: reporting the Detroit riot, coverage of the Rosenberg trial, image of Latin America in the U.S. press, liberal bias in network news reporting; use specific subdivisions unless none is applicable; note related topics EFFECTS OF THE MEDIA (evaluation of media coverage in view of its effects on individuals & society--and on the event itself) and REPORTING (theories, techniques & problems associated with covering the news); when an article seems to treat a combination of these related topics, try to determine which is the main point the author is trying to make)

see also EFFECTS OF THE MEDIA
MEDIA COVERAGE--CIVIL DISORDERS
MEDIA COVERAGE--JFK ASSASSINATION
MEDIA COVERAGE--THE PRESIDENT
MEDIA COVERAGE--WATERGATE
REPORTING

MEDIA COVERAGE--CIVIL DISORDERS (history & analysis of the coverage given internal civil disorders of the U.S.; i.e. Kent State incident, ghetto riots, 1968 Chicago convention....)

see also EFFECTS OF THE MEDIA

MEDIA COVERAGE--JFK ASSASSINATION (history & analysis of the coverage given the assassination of John F. Kennedy)

MEDIA COVERAGE--THE PRESIDENT (criticism/evaluation/history of how the U.S. president & his administration have actually been covered by the news media; history of presidential/press relations; for the theories & techniques of how to cover the executive branch use REPORTING--POLITICS & GOVERNMENT)

see also REPORTING--POLITICS & GOVERNMENT

MEDIA COVERAGE--WATERGATE (history & analysis of the coverage given the Watergate affair)

Medical reporting see REPORTING--SCIENCE

Movies see FILM & FILMMAKING

News coverage see MEDIA COVERAGE

NEW JOURNALISM (articles on the "new" journalistic style which among other things employs "literary" techniques of autobiography, detailed realism & dialogue; controversial largely because it blurred the usual distinctions made between "journalism" and "literature"; Tom Wolfe, one of its "founders" calls it a "kind of comprehensive reporting that enables one to portray scenes, extensive dialogue, emotional life...in addition to the usual data of the essay-narrative)

NEWS SERVICES (annual reports, histories, info on UPI, AP, etc.)

News writing see REPORTING

Newsman's privilege see LAW OF THE MEDIA

NEWSPAPERS

see also NEWSPAPERS--CIRCULATION
NEWSPAPERS--HISTORY

NEWSPAPERS--CIRCULATION (includes info on circulation auditing services such as Audit Bureau of Circulations, etc.)

NEWSPAPERS--HISTORY (history of individual papers; also historic front pages; remember that histories of foreign newspapers go under FOREIGN MEDIA)

OBSCENITY (pros & cons of censorship based on definitions of "indecency"; pornography, etc.)

OWNERSHIP OF THE MEDIA (articles on who should own the media--public vs. private; anti-trust regulations; multi-media corporations; legal aspects as well as general discussions of the issue)

PHOTOGRAPHY/PHOTOJOURNALISM (techniques, schools, as well as collections)

Political reporting see REPORTING--POLITICS & GOVERNMENT

Politics (Effects of the media on) see EFFECTS OF THE MEDIA ON POLITICS

Polls see PUBLIC OPINION

Pornography see OBSCENITY

The President & the press see MEDIA COVERAGE--THE PRESIDENT
REPORTING--POLITICS & GOVERNMENT

Printing see GRAPHICS

Prior restraint see FREEDOM OF INFORMATION

Prison reporting see REPORTING--CRIME & THE COURTS

Privacy see FREEDOM OF INFORMATION

PROPAGANDA (this category is limited to "government" propaganda, the U.S. & other countries; U.S.I.A. reports, Voice of America, etc.; commercial propaganda goes under ADVERTISING/PUBLIC RELATIONS; includes psychological warfare; use subdivision for actual examples of propaganda)

see also ADVERTISING/PUBLIC RELATIONS
PUBLIC OPINION
PROPAGANDA--COLLECTIONS

PROPAGANDA--COLLECTIONS (examples of political propaganda from WWII, Spanish Civil War, Middle East, "Cold War".....)

Public attitudes towards the media see ETHICS & CRITICISM OF THE MEDIA

PUBLIC OPINION (polls, sampling, measuring public opinion; theories of public opinion & attitude change; for governmental attempts to change attitudes see PROPAGANDA; for how the media affects public opinions & attitudes see EFFECTS OF THE MEDIA and its subdivisions)

see also COMMUNICATION THEORY
EFFECTS OF THE MEDIA
PROPAGANDA

Public relations see ADVERTISING/PUBLIC RELATIONS

Publishers & publishing (books) see BOOKS & PUBLISHING

RADIO

see also BROADCASTING

Readability (visual) see GRAPHICS

REPORTING (the theories, techniques & problems associated with covering the news; sources of information; news writing; investigative vs. "passive" reporting; also anecdotes and examples; think of this as both a "how to" & a general theory category to distinguish from EFFECTS OF THE MEDIA (social impacts of news reporting) and MEDIA COVERAGE (how, in fact, did a news event get reported); use specific subdivision unless none is applicable or unless article covers several)

see also CRITICAL REVIEWS & REVIEWING
EFFECTS OF THE MEDIA
MEDIA COVERAGE
REPORTING--BUSINESS
REPORTING--CRIME & THE COURTS
REPORTING--POLITICS & GOVERNMENT
REPORTING--SCIENCE
WRITING

REPORTING--BUSINESS (how to investigate & write about business, corporations, industry, labor, economics, finance & consumer rights)

REPORTING--CRIME & THE COURTS (technique & theory of how to report crimes & the judicial process; explanations of court structures & trial procedures; reporting on law enforcement & the penal system; note closely tied heading FREE PRESS/FAIR TRIAL which contains articles specifically with this issue--its history, ramifications & the controversies involved; use MEDIA COVERAGE for articles on the actual coverage given specific crimes & trials)

see also FREE PRESS/FAIR TRIAL

REPORTING--POLITICS & GOVERNMENT (theories & techniques of covering campaigns, elections, presidential news conferences, the legislative process, local politics; for how specific campaigns, elections were actually covered use MEDIA COVERAGE; for how presidents & the press have related use MEDIA COVERAGE--THE PRESIDENT; for how the media coverage affects campaigns, elections, etc. use EFFECTS OF THE MEDIA ON POLITICS)

see also EFFECTS OF THE MEDIA ON POLITICS
MEDIA COVERAGE
MEDIA COVERAGE--THE PRESIDENT

REPORTING--SCIENCE (theories, techniques & problems associated with covering news in the fields of science, medicine, environmental protection)

Responsibilities of the media see ETHICS & CRITICISM OF THE MEDIA

Satellite communications see TECHNOLOGY OF COMMUNICATIONS

Science reporting see REPORTING--SCIENCE

Shield laws see LAW OF THE MEDIA

TECHNOLOGY OF COMMUNICATIONS (use only when one of the see also references does not apply; usually used when technology involved applies to several media forms; satellite communications, computers in communication, etc.)

see also BROADCASTING
CABLE TELEVISION
GRAPHICS
TELEVISION

TELEVISION (includes public television; history of television; viewer analysis; programs)

see also BROADCASTING

Television & children see EFFECTS OF THE MEDIA ON CHILDREN

Violence & the media see EFFECTS OF THE MEDIA

Watergate see MEDIA COVERAGE--WATERGATE

WRITING (techniques & stylebooks; to be distinguished from REPORTING which is gathering & communicating the news; writing is for technical construction, language, grammar, writing technical reports, writing scripts....)

B. Physical and technical design of the pamphlet file

Since the procedure manual outlines in rigorous detail the set-up of the file and the methods for maintaining it, I have decided to include it in this section of the report and to limit my remarks to a few comments on the whys and wherefores. As with any project or plan, one learns quickly that good ideas are not enough. Reality (i.e. resources and the existing environment) have to be reckoned with and more often than not have a lot to say about the finished project.

First of all we had little choice as to where to house the pamphlet file. There was simply no space available other than where the original file was kept; that is, the bottom three drawers of a steel file cabinet which also contains the Project II Master's theses. However rather than using the original hanging file folders, I chose to replace them with expandable file pockets which would hold more items more adequately and which would allow for lettering the subject heading across the protruding upper edge of the pocket.

The second major restriction involved the index to the pamphlet file. It is hoped that most users will be able to go directly to the file and find the subject they need. However, this will not always be the case since some users will obviously have in mind a term different from the term actually used as a heading. In other cases, a user may be seeking a narrow topic which is to be found under a more general heading and so on. A user-accessible, alphabetical index of all the headings actually used as categories along with cross-references from other related terms was thus deemed essential. Ideally, this index would be incorporated into the card catalog and meshed with the subject headings and cross-references already there. This incorporation would have the additional benefit of reminding users who had not considered looking for pamphlet material that additional information on their topic of interest could be found in the pamphlet file.

Unfortunately, the card catalog is in such a state of decrepitude that I decided to maintain a completely separate card index for the pamphlet file headings---at least for the time being. No authority file has ever been kept for subject headings or cross-references in the card catalog and I felt it essential to establish these controls for the pamphlet headings---especially if they are to be revised periodically. A card file was considered more appropriate than a typed listing; again to provide more flexibility for revising or adding both subject categories and cross-references.

Since the library is small, one index was considered adequate for both the users and the librarians. Scope notes are included on the card primarily for the use of the librarian in classifying new materials....but they may also serve to clarify the use of a term for a patron. An index to organizational sources of pamphlet material is included as an "appendix" to the subject index. In addition, a see-also reference for each actual subject category has been interfiled in the card catalog to remind the user to check the pamphlet file's resources.

Which brings up another point.....publicity. The most valuable collection of materials is useless if it's not used, if noone knows about it. I have had virtually no time left for publicizing....and therefore, the real "success" of the pamphlet file will depend on future librarians. I did hastily write the memo found on the following page and circulated it to faculty & staff; the top portion only was distributed to all students. Needless to say, this is a mere beginning.

The procedure manual (pp. C1-C10) speaks for itself.

Need to know how to use the amended Freedom of Information Act? Looking for something on media coverage of the Kent State incident? What about the new copyright law or the implications of multi-media ownership? .....the Journalism Library now has an updated, easy-to-use pamphlet file covering various aspects of the media and communications.

You'll find it located in the steel file cabinet (yes, the one you nearly run into as you come in the door)---bottom 3 drawers. ADVERTISING...AWARDS...BIOGRAPHIES...BROADCASTING...CABLE TELEVISION...CRITICAL REVIEWS ...EDITING...FILM...FREEDOM OF INFORMATION... everything is in alphabetical order by subject and can be checked out for 2 weeks at a time.

If you can't find the subject you're looking for, we have an index to help you. Ask..... and let us know what you think we should add, change, delete.

TO: JOURNALISM FACULTY

FROM: Mary Bedford

Do you have any current pamphlets or brochures relating to journalism/the media/ communications that could be donated to the library? Do you have any suggestions as to where we might send for such materials?

Working with limited time & resources I've tried to put together a usable pamphlet file, which, once set up, would be fairly easy to maintain. It seems to me that such a file could provide an invaluable research source....containing information not easily available elsewhere....more concise & more up-to-date than books on the same subject. But we need your input....materials, criticism, suggestions....because we simply don't have the time or the contacts.

If you would like a complete list of the subject headings, let me know. Better yet, come in and take a look at the file itself.

12/1/76

III. PAMPHLET FILE

"Pamphlet" is used here to cover a broad range of materials including brochures, leaflets, reprints, small paperbacks and clippings from newspapers and magazines--in general, any unbound material which is more likely to be accessed by subject than by author and title. The pamphlets are housed in the same locked file cabinet as the Project II Master's theses. Arranged by more or less broad subject categories, it contains material of both current and historical interest to the field of media & communications. If well maintained, the pamphlet file provides an invaluable research source, containing information not easily available elsewhere. The material is often more concise and more up-to-date than monographs on the same subject.

An index to the subject categories used in the pamphlet file is kept on the librarian's desk--this also includes scope notes (clarification of what exactly the subject encompasses) and cross-references (for example, FEDERAL COMMUNICATIONS COMMISSION see BROADCASTING--LAWS & REGULATIONS). In addition, a card reminding readers to check the pamphlet file is posted in the main card catalog under each subject heading actually used.

A. ACQUISITIONS

1) Selection

Until a full-time librarian is appointed, acquisitions will consist largely in screening materials brought in to the library by faculty members. Selection should be based on whether or not the material is of significant informational value to the field of media/communications. To be more precise, this means that the following categories should not be included:

a) outdated information (not to be confused with historical information--"How to manage a newspaper" written in 1954 is probably outdated, whereas "American press coverage of the Korean war" written in the same year, is probably not)

b) information on subjects outside the field (an essay on city planning may be inherently interesting but it belongs in a general interest pamphlet file for which we do not have the resources)

c) duplicates (use your judgement, but we generally don't need more than 2 copies on file, distribute the others to students)

2) Ordering

As time permits....ordering of pertinent material can be done by the librarian. A form postcard has been printed to facilitate the task of ordering free publications (see next page).

If there is a charge for materials, they must be ordered following the procedures for book ordering (see pages B2-B).

Postcard for requesting free pamphlet material:

date _____

Ladies/Gentlemen:

We would appreciate receiving a copy of the following material(s) for use in our library:

--Title.

recto --Title.

or: ANY & ALL OF YOUR CURRENT PUBLICATIONS ON (subject) _____
FOR OUR PAMPHLET FILE ON MEDIA/COMMUNICATIONS.

Thank you.

School of Journalism Library
607 Evans Hall
University of Calif.
Berkeley, CA 94720

School of Journalism Library
607 Evans Hall
University of Calif.
Berkeley, CA 94720

G201

verso

Address of issuing organization
xxxxxxxxxxxxx
xxxxxxxxxxxxx

3) Sources

--Scan issues of professional journals. Articles often list sources of further information, including brochure-type publications. Advertisements include coupons for "public relations" literature. In particular keep an eye on:

Access
Broadcasting
Columbia Journalism Review (section entitled "Reports")
Editor & Publisher
Gazette (Bibliography section includes pamphlets)
Journalism Quarterly (Book review section at end includes pams, govt. reports, etc.)
News Leads (section entitled "For your information")
Journal of Communication (section entitled "Intercom")

--The library also receives several bibliographical publications which should be checked regularly:

New books in the Communications Library, University of Illinois (Quarterly, annotated update to their 3 volume printed catalog; they fully catalog pamphlets, so scan this for anything under about 70? pages; prices are generally included).

Selected U.S. Government Publications (Free monthly listing of popular?/overstocked? items; we are also on the mailing list for sporadically published "subject bibliographies" on topics related to media/communications--Photography, Radio, Printing, Television, etc.; for complete listings, use the Monthly Catalog of U.S. Government Publications (located in the Documents room of the Main library); it is arranged by issuing agency (i.e. Federal Communications Commission) and there is an extensive subject index using official LC subject headings--Reporters and reporting, News agencies, The press, etc.; use the GPO deposit account to order all federal govt. publications for which there is a charge (see p. B).)

--Magazine & newspaper articles are often worth clipping or xeroxing.

--One of your best sources is other pamphlets. When receiving new material, check to see if there is a listing of further publications on the subject.

--Before discarding outdated material, write to the issuing organization to see if a newer version is available.

--Names & addresses of organizations which regularly publish pamphlet-type literature are kept in a section entitled "Sources" at the end of the subject heading index. Write to them periodically for recent publications. The Encyclopedia of Associations (located in the Reference room of the Main library) is also helpful. Arranged by areas of interest, it provides information on the type of publications issued by each association, as well as addresses, etc.

B. MAINTENANCE

1) New materials

a) Check on-order drawer or govt. deposit account files for record of purchase order. If there is one, follow same accounting procedures as for monographs (see p. B). Otherwise, assume the material was sent free of charge and proceed to step b.

b) Stamp front cover and circle date of publication in red ink; if no date is given, write current date in red on front cover or title page.

c) If pamphlet is likely to be heavily used, reinforce with black spine repair tape.

d) Assign subject heading:

---DON'T go just by the title; the table of contents, if there is one, is usually less misleading--or scan the contents themselves.

---Make sure you understand what a term encompasses before classifying material under it; again, don't use a subject heading just because it appears in the title; read scope notes, cross-references; check to see what other types of material have been categorized under the heading.

---Assign the most specific topical heading, unless scope notes direct otherwise, or unless there is nothing appropriate; then classify under form heading (that is, the medium involved, i.e. film, magazines, radio...); For example, "Writing Art Reviews for Local Newspapers" would be classified under CRITICAL REVIEWS & REVIEWING rather than NEWSPAPERS; whereas, "Labor Disputes and Newspapers" would go under NEWSPAPERS because there is no topical heading for labor/personnel problems.

---If the material covers several subdivisions of a subject, classify under the most general category; for example, a pamphlet entitled "Regulation of Television and Other Mass Media" should go under the general heading LAW OF THE MEDIA rather than under simply BROADCASTING--LAWS & REGULATIONS.

---If the material treats several different subjects, class under the subject treated predominantly--and if there is none, under the medium involved; "The Effect of Electronic News Gathering Equipment on Reporting of Foreign Affairs" would be classed under REPORTING--FOREIGN & WORLD AFFAIRS rather than COMMUNICATIONS--TECHNOLOGY because the main thrust of the article concerns the quality of reporting rather than the technology itself.

---If all else fails, simply use your knowledge of current reader interests to classify under the most applicable heading--for example, is there a course being offered which is relevant to one of the topics?; ask yourself which of the possible headings is most likely to be used by someone who would need just such information.... Such arbitrary decisions (and that's what it finally comes down to) are a serious, but practically unavoidable handicap, inherent in any classification scheme which allows for only one access point per publication; employ ample cross-references to help pull related information together.

e) Type label with chosen subject heading in red capitals; attach to upper left-hand corner of front cover.

f) File pamphlet.

2) Revision of subject headings

An attempt has been made to design the index of subject headings in such a way that updating and revision of the categories can be done as the need arises. It has been assumed 1) that no list is perfect and 2) that, even if it were, the nature of the universe has it that it won't stay that way long--terminology, technology and the body of knowledge itself are constantly changing.

However, it must be stressed that the decision to add, delete or revise subject headings should be made only after careful scrutiny. Is there, will there be enough material to warrant a new category? Is a new term really necessary, or will a see-reference suffice? DON'T decide to add a subject heading just because it's too frustrating to try to determine where, among the existing headings, a certain item should go! Sleep on it, and if on the second try, it still doesn't seem to fit anywhere, then think about a new heading.

Basically there are three methods of "revising":

a) Subdivision--if there seems to be too much material in any one category and a logical subcategory can be made; this can be done either by tacking onto the main category (MAGAZINES--HISTORY) or by employing the subcategory term on its own (LIBEL might be separated from the general category LAW OF THE MEDIA).

b) New topics of interest--like any other field, communications has its research fads & fantasies, not to mention that technology is constantly reworking the entire field; computer-aided, statistical analysis relating individual behavior patterns and his/her exposure to media has snowballed in the past year, thus creating a need for the category EFFECT ANALYSIS.

c) New terminology--language changes; MOVING PICTURES & MOVING PICTURES-MAKING has simply given way to FILMS & FILMMAKING which will no doubt be forsaken in its turn.

In all 3 cases, be sure to weigh the consequences of a new heading. How will it affect existing related headings? Be sure to make adequate cross-references both to and from the new heading and use the scope notes to fully clarify the term and exemplify its usage. The latter is especially important both for readers and your fellow librarians who will need to know what exactly you had in mind by your choice of words. Watch out for nearly synonymous or duplicate categories: it would only add to the confusion to use both CENSORSHIP and FREEDOM OF INFORMATION since they are essentially the "2 sides to the same coin." Most material on censorship implies the concept of freedom of information and vice-versa. Choose one of the categories and make a see-reference from the other.

Once the new or revised heading has been carefully determined:

a) Type card as in the below example and file in the main card catalog.

FREEDOM OF INFORMATION

see also pamphlet file.

b) Type cards per instructions on the following pages (C7-C9) and file in the pamphlet file subject index.

c) Use lettering stencil and thin-tipped black felt pen to label expandable file folder with the new heading; cover lettering with clear, 2-inch reinforcing tape.

d) Make whatever, if any, adjustments are necessary:

---pull all cards for discontinued headings, including see-references; be sure to erase any see-also references to the discontinued heading.

---reclassify pamphlet material itself; if LIBEL is to be used as a new heading, pull all material concerning libel from the LAW OF THE MEDIA folder and relabel each piece.

Subject index cards

1) Main card (note that if scope notes and see-also references will not fit on one card, additional cards may be used; simply type "card 1" (or 2 or 3) in bottom right-hand corner of each card: repeat the heading at the top of each successive card followed by ellipsis (LAW OF THE MEDIA...); always use verso of the first card to record see and see-also-from references, as in example on next page.)

recto:

(1) FREEDOM OF INFORMATION (2) ("First Amendment"; freedom of the media & its curtailments; censorship; access to records; access to media; natl. security (i.e. Pentagon papers case); specific legal regulation goes under LAW OF THE MEDIA; note see also references for possible subdivisions)

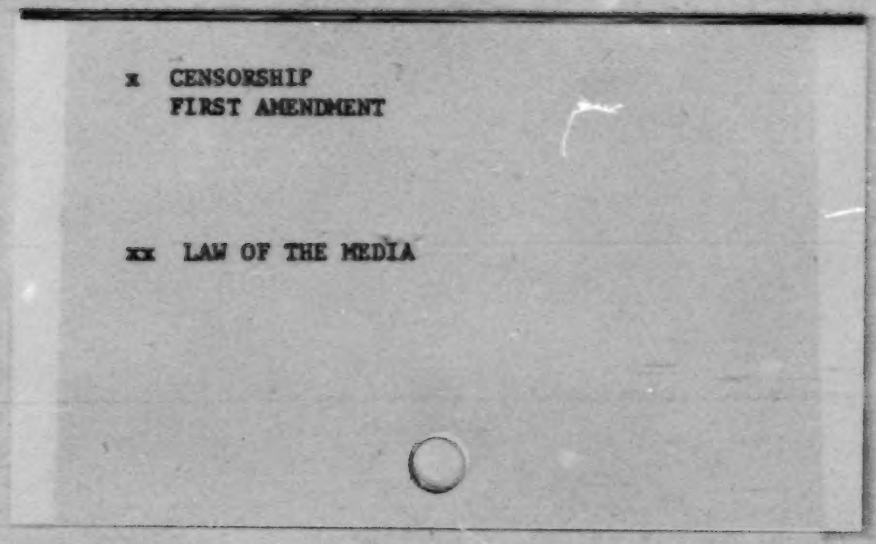
(3) see also BROADCASTING--LAWS & REGULATIONS
FOREIGN MEDIA
FREEDOM OF INFORMATION ACT
LAW OF THE MEDIA
OBSCENITY
REPORTING--CRIME & THE COURTS

(1) = subject heading exactly as it appears on the file folder.

(2) = scope notes (definition, examples & exceptions to further clarify the heading and to draw distinctions between related headings.)

(3) = see-also references (informs user of other authorized categories which contain related material; always make see-also references from the general category to the subdivision, but do not make them from the subdivision to the general category except in rare cases; for example, FREEDOM OF INFORMATION refers the reader to "see also" OBSCENITY, but the card for OBSCENITY will not refer to FREEDOM OF INFORMATION; remember also that on the verso of the main card for each heading referred to here, record must be entered that a see-also reference has been made (see xx on the following page); in the above case, the card for each of the six mentionned headings will include the notation "xx FREEDOM OF INFORMATION".)

verso:



The verso of the main card is used to keep a record of which references have been made to that particular subject heading. Such information is maintained so that if the main heading (in this case, FREEDOM OF INFORMATION) were to be revised or discontinued, we would be able to make the appropriate changes on all the cards listed here.

x is used to designate see-references; that is, references that are to be made to the heading from related or synonymous terms which are not themselves to be used as subject categories, but which might be used by someone looking for information on the given subject. For each term noted here, a card will be found in the subject index. The above example indicates that the 2 cards on the next page have been filed in the subject index.

xx (see-also-from references) is simply used to record any other subject categories from which see-also references are to be made. In the above case it indicates that the main card for the heading LAW OF THE MEDIA refers the reader to "see also FREEDOM OF INFORMATION".

2) See-reference cards (note that only main card has orange-banded cover)

CENSORSHIP

see FREEDOM OF INFORMATION

FIRST AMENDMENT

see FREEDOM OF INFORMATION

3) Weeding

Discarding outdated material is probably one of the most important considerations in maintaining the value of the pamphlet file. If one of the main advantages of pamphlet materials over monographs is their currentness, care must be taken to ensure that the file does not become "choked" with no longer relevant materials. (Remember however, that although most of the topics are of current interest, some historical material is also kept on file and therefore, the date of publication does not always accurately measure the "irrelevance" of the contents. For instance, the collection of material on coverage of the JFK assassination would obviously not be discarded simply because it dates back to 1963.)

Bearing in mind, then, the distinction between "outdated" and "historical" information, there are two basic methods of weeding the pamphlet file:

a) on-going--when filing new material, check to see if it supercedes material already on file, and if so, discard the outdated version.

b) annual "housekeeping"--a few weeks each summer should be devoted to renovating the entire collection; check each piece both for obsolescence and physical condition; repair torn pages, etc.; if material is judged to be obsolete, don't actually discard it without first attempting to replace the information, either by sending a request to the issuing body for a more updated version, or simply by keeping an eye out for recent publications on the same subject; however, don't keep outdated material for the mere sake of "filling out" the file.

C. CIRCULATION

Pamphlet file material is subject to basically the same circulation policies as books and back issues of periodicals: items circulate for 2 weeks at a time; no more than 6 pamphlets may be checked out at one time; and all items may be renewed unless a hold has been placed on them.

Circulation cards should be filled out per example (note that only 1 card per subject category is needed); date due is to be marked by librarian and the card filed in the circulation file under the special section for "Pamphlets". The pamphlets themselves are then to be enclosed in a manila envelope with a date-due slip attached--a number of which may be found on the librarian's desk. This method obviates the need to attach a date-due slip to each pamphlet.

Follow regular procedures concerning overdue notices and processing charges. A blanket charge of 50¢ per item is made for lost or damaged pamphlets.